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BOOK NUMBER

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Spots



for illustrating extension circular letters

These drawings were developed with the hope that you may adapt them for use in your circular letters.

To those of you who have had little experience with illustrating circular letters, it may be interesting to know that many of these sketches were suggested by newspaper and magazine advertisements. Perhaps, like many others, you'll want to start a file of ideas and drawings from such sources. You'll be glad you did.

Here are some other tips you may find helpful:

Tones give an illustration weight. Those indicated here by dots and lines may be put in with a screen plate.

It's a good idea to work up the layout of your letter (placement of drawing, lettering, and typing) before stylus work is done on the stencil.

It's also a good idea to vary the position of illustrations in your letters. Top left seems to be a favorite place for a drawing, but it becomes monotonous when used too often. Try a sketch with lettering all across the top, or all across the bottom of a letter. Try having an illustration spilling down the left margin. Or put a drawing at the bottom left. Top right and bottom right are good, too, but in these positions the results will look better if the typing in these areas is justified, and that simply means to leave extra spaces between words to make the ends of lines block up.

Avoid placing illustrations so they face off the page - unless the effect of going somewhere is desired.

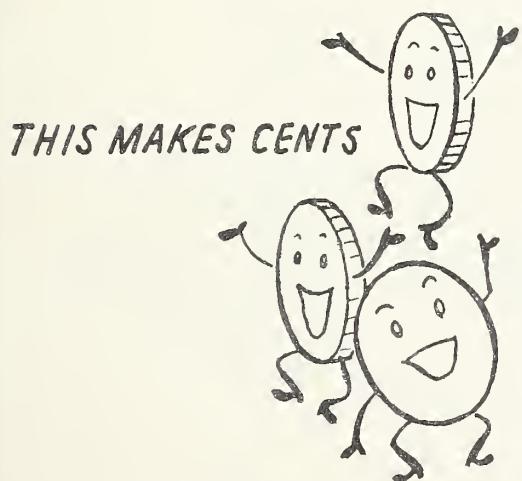
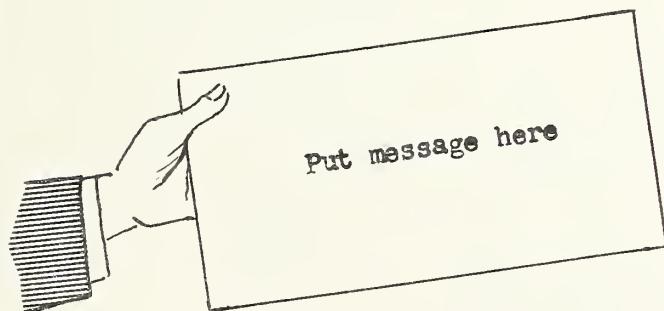
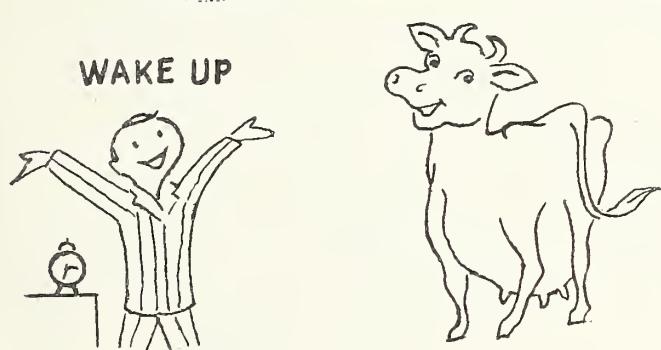
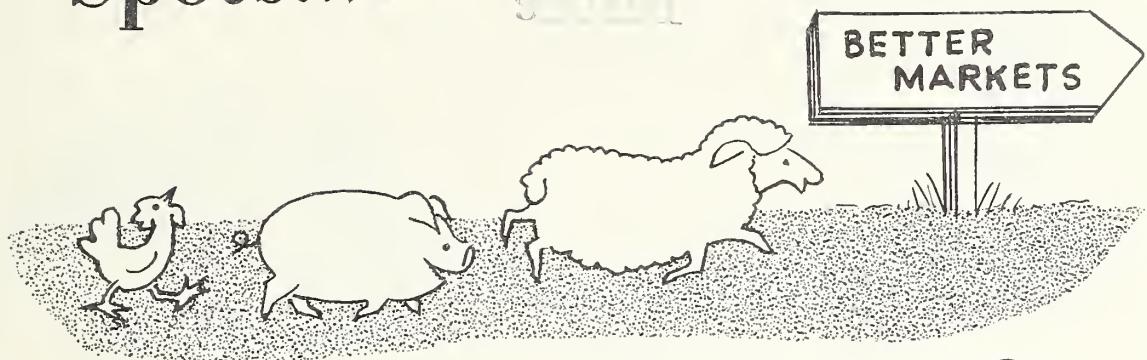
And if you're going to the extra effort of using illustrations (which is good) -- don't smother them with type (which is bad). A drawing in a circular letter needs a frame just as much as a picture on the wall needs one...only in the case of the letter's illustration, the frame is made of space.

XXXXXX

Division of Information Programs

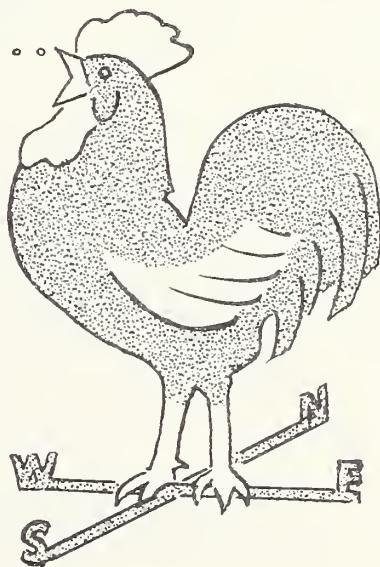
FEDERAL EXTENSION SERVICE - U. S. DEPARTMENT OF AGRICULTURE

Spots...1



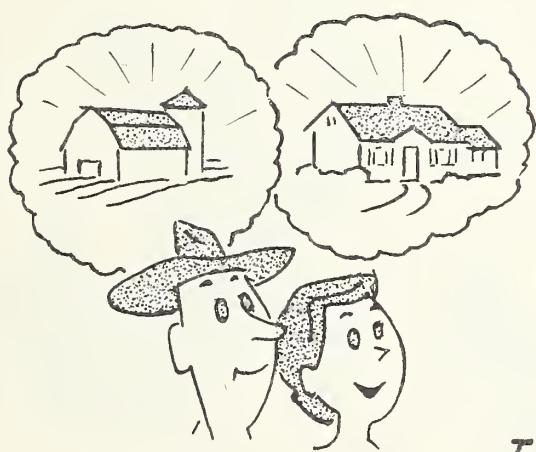
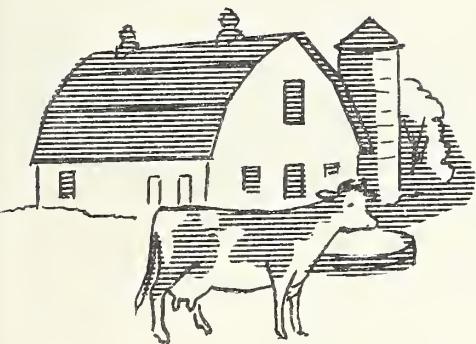
WHETHER
OR NOT...

THIS MAKES CENTS



Spots...2

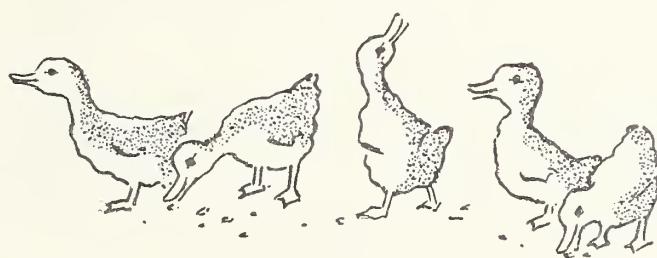
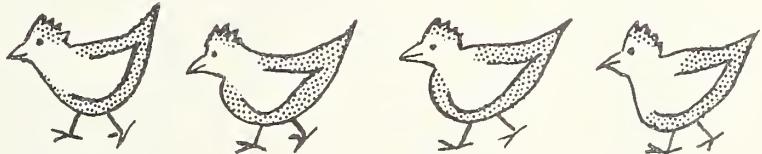
Time's running out!



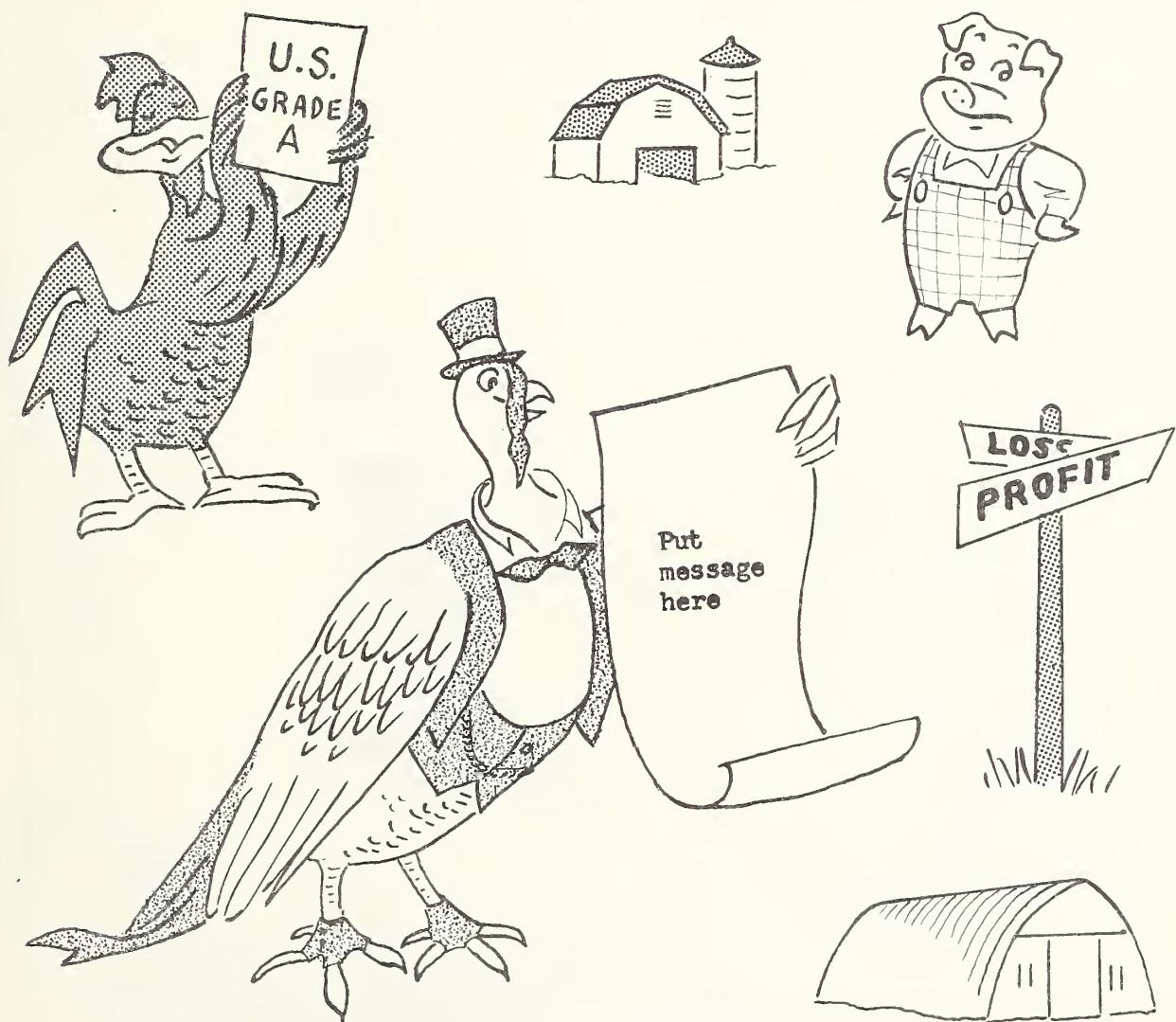
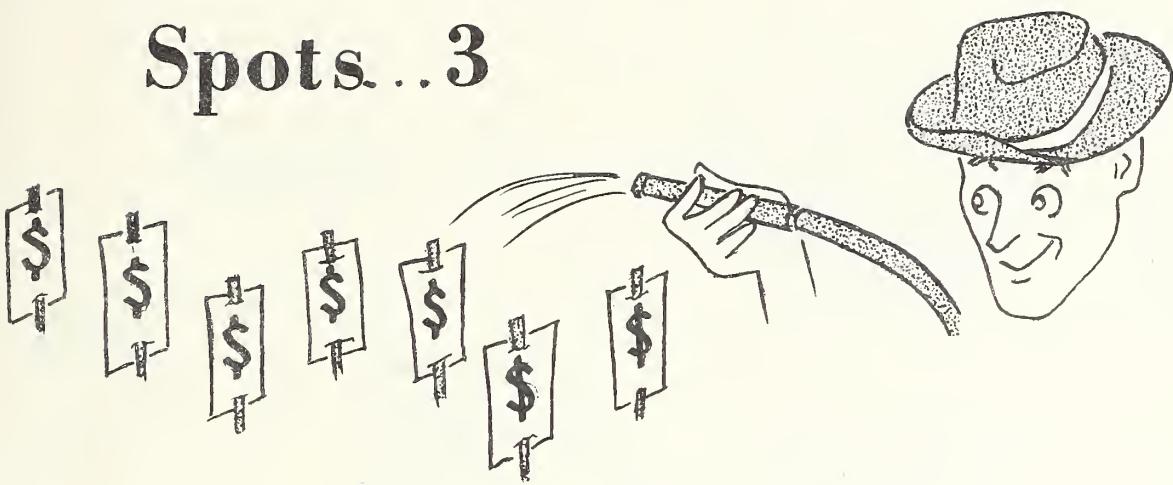
CUT-COST



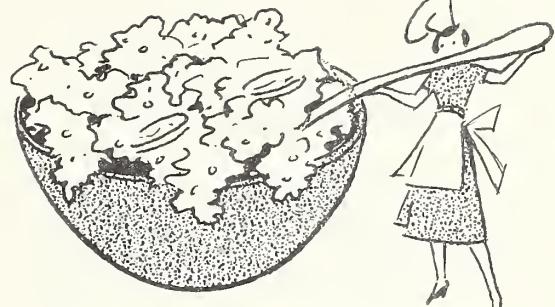
DON'T LET
THEM ESCAPE



Spots...3



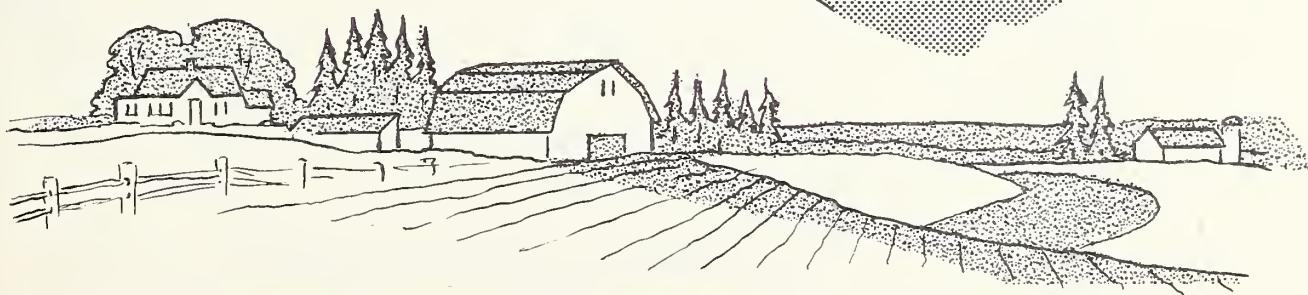
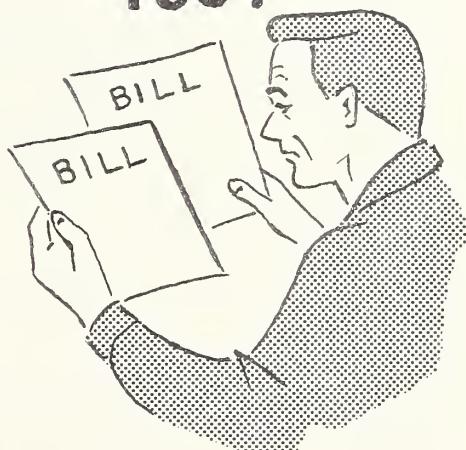
Spots...4



SAY...ooe

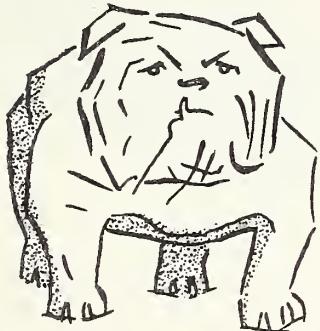


YOU?

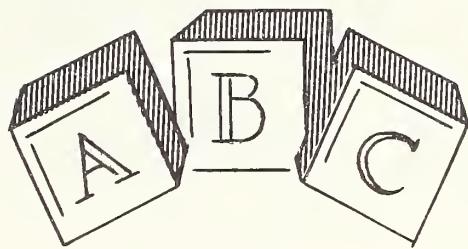


Spots...5

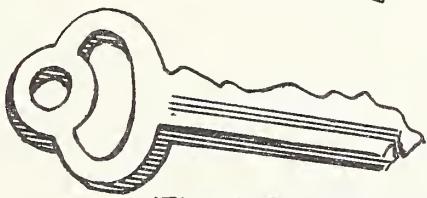
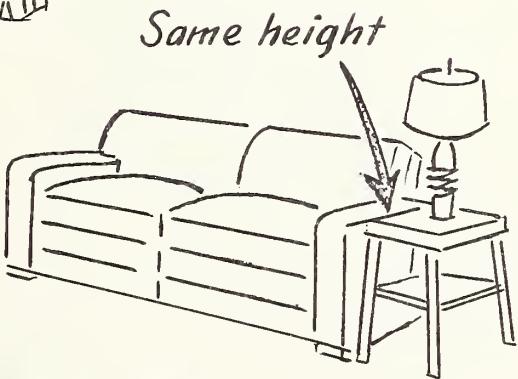
Be protected...



SIMPLE AS



GOOD-
and GOOD
for you



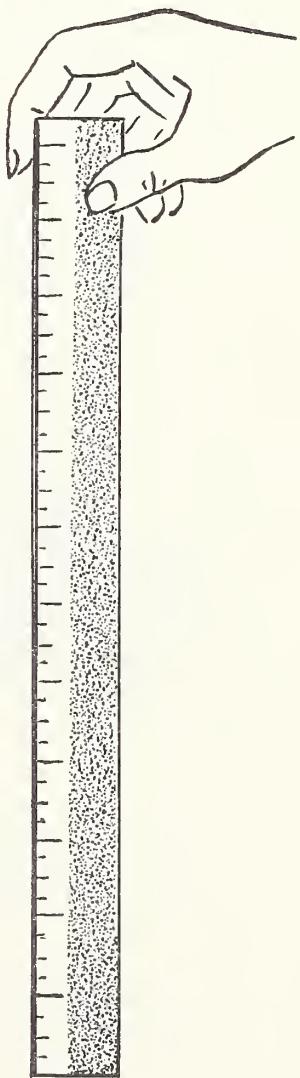
The KEY to



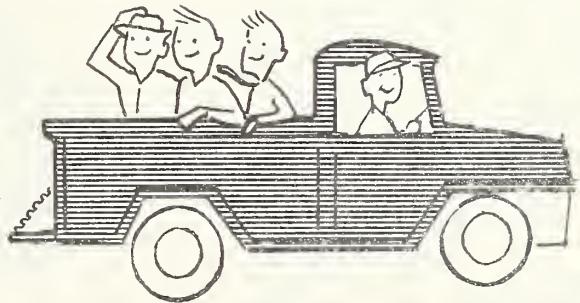
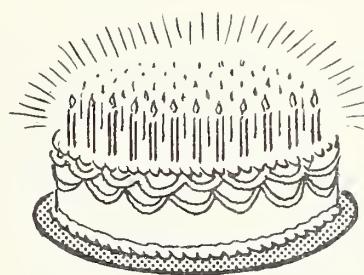
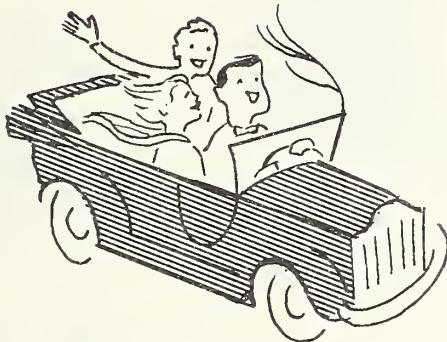
Could this apply
to you?

Put message here

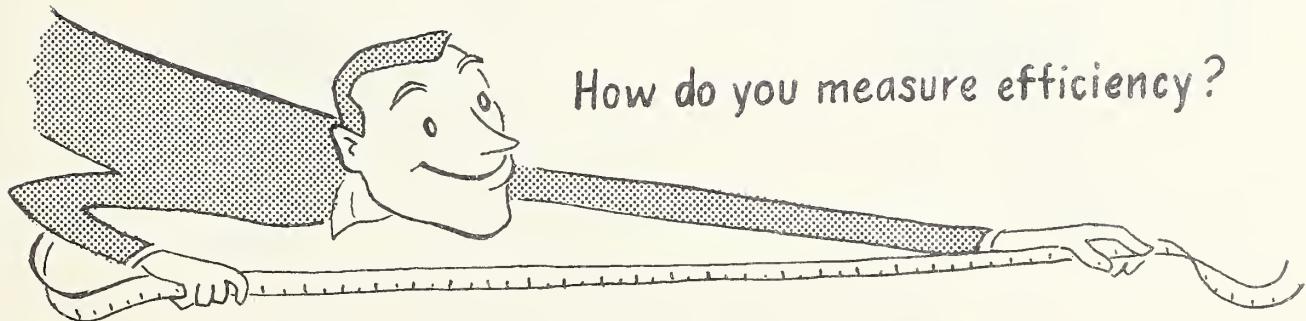
Measuring Up



Spots...6

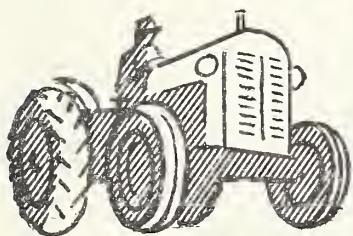
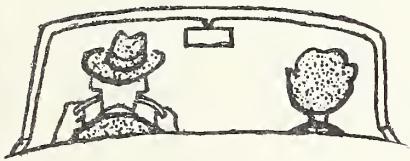
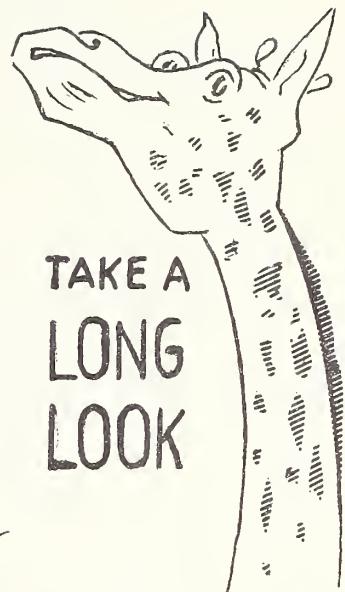


We're off to the _____



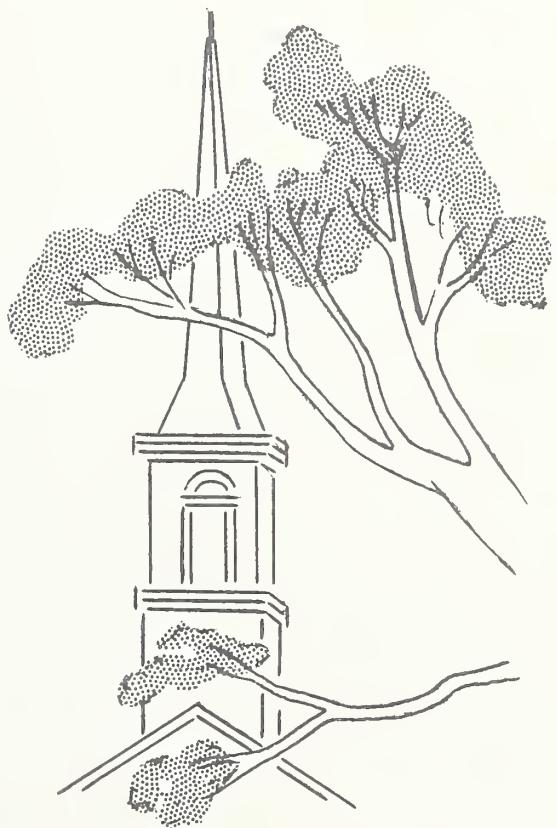
How do you measure efficiency?

Spots ... 7



Good
Provider

Spots...8



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